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TAGS: [OEXC](#) [OIIP](#) [SCUL](#) [KPAO](#) [LA](#)

SUBJECT: VIENTIANE APPLICATION FOR ECA PERFORMING ARTS INITIATIVE
(PAI) FUNDING - BATTERY DANCE COMPANY

REF: A) STATE 156978 B) TAIPEI 2618

¶1. PROGRAM DESCRIPTION: U.S. Embassy Vientiane requests ECA funding in the amount of \$11,500 under the Performing Arts Initiative (PAI) for the Battery Dance Company (BDC) to travel to Vientiane for four days (April 19-23, 2008). The BDC will conduct an Asian regional tour with travel to South Korea, Burma, Laos, Taiwan, Mongolia and China.

¶2. THE PERFORMERS: Battery Dance Company, a Lower Manhattan-based modern dance troupe, is recognized at home and abroad as an outstandingly creative and uniquely public-spirited team under the leadership of artistic director Jonathan Hollander. Now in its 32nd Season, BDC has become the "new face of cultural diplomacy" as described in a Sunday New York Times article about its highly successful performances and workshops in Cambodia last year. Germany's Badische Zeitung deemed the Company's newest choreography "simply gorgeous," and Ballet-Dance Magazine of London praised the "wonderful fusion of dance, design and music."

BDC has represented the U.S. in international festivals such as Stockholm 750, the Taipei Arts Festival and Poland's Malta Festival, and the company has been chosen to open the American Days Festival in Stuttgart and inaugurate the new U.S. Embassy in Berlin next summer. One of BDC's greatest strengths is its multi-talented dancers, each of whom also serves as a teaching artist in NYC public schools as well as on BDC's overseas tours.

American choreographer and Fulbright alumnus Jonathan Hollander combines his Western sensibility with an Asian flavor and inspiration, having lived in Asia for several years. BDC is dedicated to the pursuit of artistic excellence and the availability of the Arts to everyone. For more details, please refer to its website: <http://www.batterydanceco.com>.

The BDC has already made a commitment to this program.

Point of Contact at Battery Dance Company is as follows:

--Jonathan Hollander
--Artistic & Executive Director
--380 Broadway, Fifth Floor
--New York, NY 10013-3518

--E-mail: [jonathan "at" batterydance.org](mailto:jonathan@batterydance.org)
--Phone: 212-219-3910
--Fax: 212-219-3911

13. AUDIENCES: This program will target young Lao audiences in Laos, which have little to no exposure to live performances by American artists. Between the isolation of Laos and the legacy of war that had left the bilateral relationship cool until very recently, American performers rarely come to Laos. In keeping with its status as the least developed country in the region, it is also very difficult for Lao to travel to the United States. In short, it is difficult to bring Lao audiences into direct contact with American culture.

Given the small size of the country, and the difficulty of travel, Post plans to have a workshop in Vientiane followed by a free public performance at the National Cultural Hall, one of the largest indoor venues available with seating for approximately 1300.

14. PROGRAM GOALS: This program looks to address Embassy Vientiane's (MSP) goal of generating mutual understanding, particularly among a younger audience, by building trust and knowledge about American people and our values. Over 70% of the population of Laos is under the age of 35 - so the youth make up a huge target audience. The performance and master class of the BDC will help generate goodwill and help provide a more accurate view of American society, culture and values. Given the relatively authoritarian nature of this government, we believe a demonstration of American creativity, freedom, and individual expression through dance will help build ties to this younger Lao audience in a nonpolitical setting.

15. CO-SPONSORS: We are actively seeking corporate sponsorship for the hotel costs but are concerned that the dependency of the Lao institutions and organizations on foreign aid, and the perceived wealth of Western embassies and international organizations will make finding a sponsor difficult.

16. BUDGET: The total cost of the Taiwan project is estimated at \$20,100. Vientiane is requesting \$11,500 from ECA under the Performing Arts Initiative (PAI) to cover the Vientiane share of international travel (\$4800), artist fees of \$6400 (\$200/day, 8 people, 4 days), and miscellaneous costs for visas and additional luggage fees upon departure (\$300). Embassy Vientiane plans to cover in-country travel, venue, production and lighting expenses, hotel, and MI&E from post funds and/or corporate sponsorship.

The total budget breaks down as follows:

Total Days: 4 days (not including departure day)
Number of Company Members: 8 people (6 dancers, 1 tech director, 1 artistic director)

--Requested ECA Contribution from PAI:
\$ 6400 Artists Fees (\$200 x 8 x 4 days)
\$ 4800 Laos portion of Intl Transportation (\$24,000 for 5 countries)
\$300 for visas, luggage allowance at departure

-- Vientiane Funding:
\$ 2560 M&IE
\$ 2040 hotel
\$ 4,000 Local Production & Lighting and representation

\$20100 Total Budgeted Cost for Lao program

17. REGIONAL PLANNING: Posts in South Korea, Burma, Taiwan, Mongolia and China will also program the BDC as part of an Asia regional tour. Posts interested in ECA PAI funds for this regional tour will apply individually.

18. PROGRAM OFFICER:
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19. REPORTING AND EVALUATION: Embassy Vientiane's Public Diplomacy Section will report on this program via cable and Mission Activity Tracker (MAT) within two weeks of the completion of project. The reporting will include program highlights (with photos) and an analysis of how well the project met policy goals and reached target audiences.

McGeehan